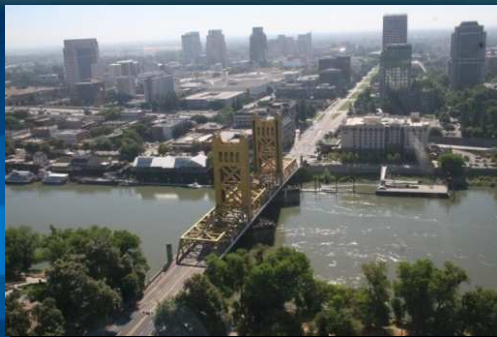


Communicating Air Quality Health Messages



Kerry Shearer

**Communications & Media Officer
Sacramento County Public Health**



What We're Covering

- **Why “new media” techniques need to be a part of the communications toolkit to help you communicate important health messages during air quality episodes**



Definition: New Media

New Media is a term meant to encompass the emergence of digital, computerized, or networked information and communication technologies



Source: (Wikipedia)

Where People Get Information

- 59% of Americans watch local news
- Only 23% under age 30 read newspapers
- 29% of public goes online to get news
- 73% follow news during the course of the day, up from 61% two years ago
- Health news is tied for third place as one of the main news interests of consumers



Source: Pew Report at www.People-Press.org

Internet Usage

- **Over 75% of U.S. adults are online (the average house contains two computers)**
- **48% of users visit video-sharing sites; 15% of those “yesterday” in Pew study**
- **YouTube is one way to use video to help deliver important public health messages**



PUBLIC HEALTH

Trends in Health Communication

- Big media is in flux – but local and community news seem to have some stability
- Pitching community angles for stories will increase chances of coverage
- I-Reporters/community journalists with people telling their own stories



Source: Centers for Disease Control

Trends in Health Communication

- Expectations changing from “expert/authority” model to “community/familiarity” model
- Social media (horizontal) becoming more trusted and influential
- We need to combine the best of both horizontal and vertical to communicate



Source: Centers for Disease Control

Trends in Health Communication

- The number and diversity of sources of channels will continue to multiply rapidly
- That makes it much harder to get the right message to the right person
- It's important to combine traditional approaches with multi-media, multi-channel approaches



Source: Centers for Disease Control

Trends in Health Communication

- Health consumers are empowered, but also overwhelmed with all the info available
- It is critical to make our information available in the way people want to receive it and stop expecting them to come to us
- There is no more important issue in public health than mobile technology



Source: Centers for Disease Control

Examples of New Media Options

- The following slides are just a few examples of New Media options for health communications



Twitter.com

What it does:

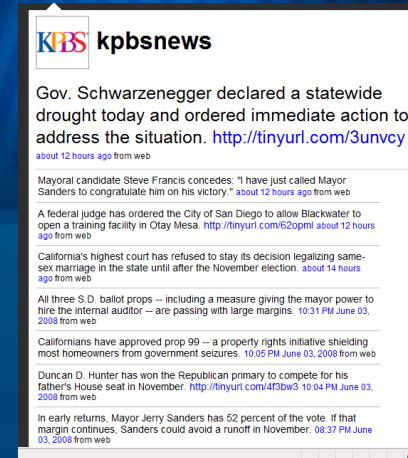
Lets you stay in touch using the web, your phone or IM. Sends short, 160-character messages to people who subscribe.

Cost:

Free

Potential uses:

Notifications of events, releases, developments, emergencies – anything!



www.Twitter.com



PUBLIC HEALTH

Blogspot.com

What it does:	Allows you to set up a blog and embed photos and video
Cost:	Free
Potential uses:	Keep colleagues or constituents updated on issues of interest

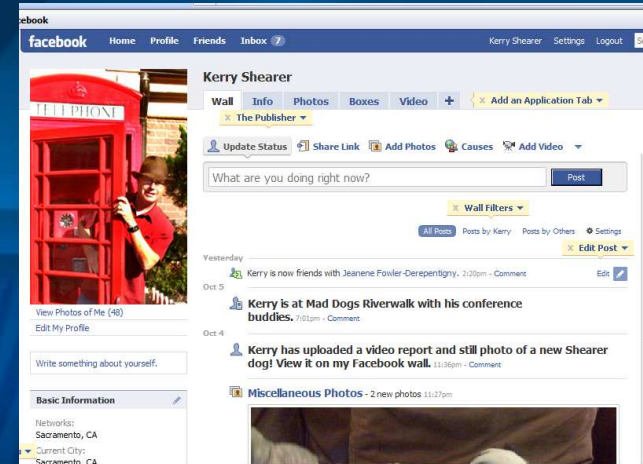


www.Blogspot.com



Facebook.com

What it does:	Social networking. Keep in touch with friends, colleagues, consumers
Cost:	Free
Potential uses:	A place to interact with others and keep them updated on what you're doing

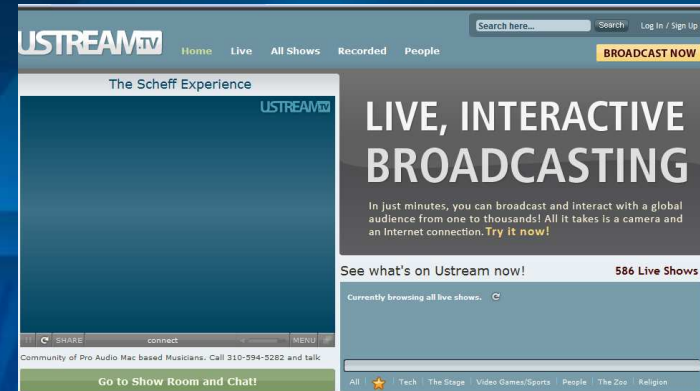


www.Facebook.com



uStream.tv

What it does:	Live streaming audio/video with viewer text chat capability
Cost:	Free
Potential uses:	Stream a meeting live; host a demonstration; conduct a “town hall” or “ask the experts” event



www.Ustream.tv



Slingbox (www.Slingbox.com)

What it does:	A piece of hardware that connects to your TV antenna, cable box or TiVo
Cost:	\$130-\$275
Potential uses:	Watch live TV newscasts; record or play back media coverage

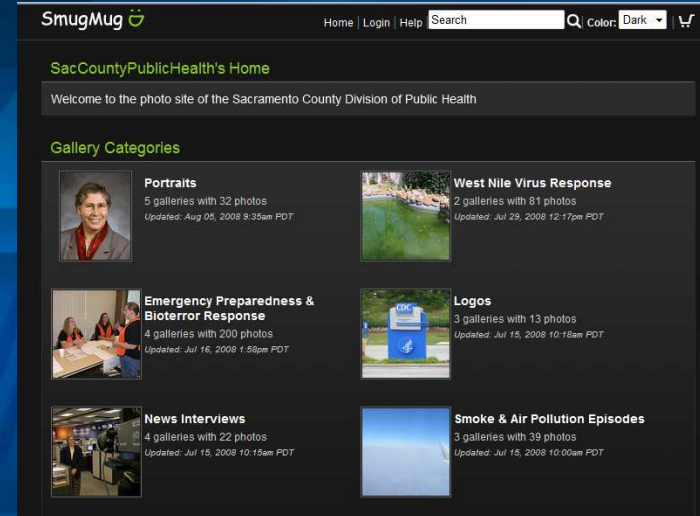


www.Slingbox.com



Smugmug.com

What it does:	High-quality on-line photo-sharing site.
Cost:	\$35/year
Potential uses:	Archive all your Public Health photos in full, original quality so they're instantly available for use in reports, brochures, etc.



www.SmugMug.com



Ready-to-use Audio Cuts

What it does:	Pre-produced audio cuts provided to local radio stations
Cost:	\$0
Potential uses:	Many radio newsrooms will use timely sound bites in their newscasts. We have experienced a high use rate.



The screenshot shows the website of the Sacramento County Department of Health & Human Services, Division of Public Health. The page features a navigation bar with links for Home, Site Map, and Contact Us. Below the navigation bar is a search bar and a list of services including Alcohol & Drug, Child Protective Services, Mental Health, Primary Health, Public Health, and Senior & Adult. The main content area displays an article titled "Grab & Go Sound Bites for Media from the Sacramento County Public Health Division". The article includes a sub-header "Ready-to-use Grab & Go Sound Bites for the story:", a main heading "First Human Cases of West Nile Virus for 2008 Reported in Sacramento County", and a paragraph stating "Here's audio from Dr. Glennah Trochet (pronounced TROW-SHAY), Sacramento County's Health Officer." Below this, there is a note about playing and downloading audio cuts, followed by a link for "Cut 1 - Length: 14 seconds". The article also includes a "Lead" section stating "Dr. Trochet announces the first two human cases for 2008." and an "Outcue" section stating "...from Citrus Heights".

<http://www.sacdhhhs.com/article.asp?ContentID=1791>



TV Station Live Chat



See it at www.News10.net



What You Need To Do

- **Become familiar with these technologies yourself so you understand what they can do to help you communicate in emergencies**
- **Ensure that your communications staff has access to these technologies and management's encouragement to use them**



Thanks for listening!

How to Contact Me:

Kerry Shearer

Communications & Media

Sacramento County Public Health

(916) 875-4493

ShearerK@SacCounty.net



Sacramento's MRSA Issue

- Over-hyped concern about antibiotic-resistant Staph infections broke out in Sacramento in October, 2007
- We created a video and used YouTube to try to reach schools and parents with a message of sanity



Public Health's YouTube Channel

YouTube - Broadcast Yourself - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites

Address <http://www.youtube.com/SacCountyPH>

Links SC Pub Health Flickr PH YouTube PH Ch DHHS Internet DHHS Intranet SacCounty web Campfire Topics - NPHC DHHS Stock Photos Gmail - Inbox (1) US HHS SacCo Intranet AT&T Yahoo

YouTube Videos | Categories | Channels | Community | Upload

Hello, SacCountyPH (0) My Account | Help | Log Out | Site

Search

Playlists | Groups | Subscribers | Subscriptions

Sacramento County Public Health Division [Edit Channel](#)

SacCountyPH
Joined: November 07, 2007
Last Login: 2 weeks ago
Videos Watched: 2

Subscribers: 0
Channel Views: 366

Welcome to the YouTube page for the Sacramento County Public Health Division in Sacramento, CA

City: Sacramento, CA
Country: United States

Connect with SacCountyPH

[Send Message](#)
[Add Comment](#)
[Share Channel](#)

<http://www.youtube.com/SacCountyPH>

Bulletins (0)

From	Bulletin
	There are no bulletins.

[Broadcast a message to all your friends!](#)

The Facts About MRSA [edit](#)

From: SacCountyPH
Views: 822






Playlists

Sacramento County Public Health TV [Play All](#)

2 Videos [Subscribe](#) [Share](#)

Health education videos provided by the Sacramento County Public Health Division in Sacramento, CA

[See all playlists](#)




Embedded Video Code

CountyPH! | (1) | [Account](#) | [History](#) | [Help](#) | [Log Out](#) | [Site:](#)

[els](#) | **Community**



[settings](#) [Upload](#)


 From: [SacCountyPH](#)
Joined: 4 months ago
Videos: 3 [Subscribe](#)

► **About This Video**
On March 27, 2008, Sacramento County Public Hea... [\(more\)](#)
Added: March 27, 2008

Embed [customize](#)
<object width="425" height="355"><param name="movie" value="http://
Video Owner Options: [Edit Your Video](#)

► **More From: SacCountyPH**

▼ **Related Videos** Display:  

 [Public Health Today: Fight the Flu!
\(Episode 1, Nov. 2007\)](#)
03:26 From: [SacCountyPH](#)
Views: 260



Embedded YouTube Player

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PHTV - Public Health TV - Sacramento County Public Health Division

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Welcome to PHTV, a service of the Sacramento County Public Health Division.


<http://www.youtube.com/SacCountyPH>

Related Videos:

- [The Facts About MRSA](#) (8:06)
- [Public Health Today: Fight the Flu! \(Episode 1, Nov. 2007\)](#) (3:26)

[playlist](#) [menu](#)

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Related Links:

- [The Facts About MRSA \(Windows Media Player Version\)](#)
- [Public Health Today: Fight the Flu! \(Episode 1, Nov. 2007\)\(Windows Media Player Version\)](#)



Public Health Home Page



Department of Health & Human Services
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Wednesday, December 05, 2007

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Welcome to
Public Health

Protecting, assessing and promoting the health and well-being of all Sacramento County Communities!

What's New

Don't miss our **FREE Community Flu Clinic** **December 13**. It will be at the Robertson Community Center, 3525 Norwood Ave. from 10AM-2PM.

Stay healthy this holiday season! Check out our wellness & safety tips below.

The issue of **MRSA Staph** infections has received recent news coverage. A new video and fact sheets are available when you click on the MRSA graphic below.

Public Health Division 24/7 contact number:
(916) 875-5881



Holiday Health
Food Safety/Travel Health



Staph (MRSA)
What You Need to Know



Glennah Trochet, M.D.
County Health Officer



PHTV
NOW PLAYING:
The Facts About MRSA

NEW! Fight the Flu!

Resources

Discover Our Programs 

Visit Our **Resource Center**
Forms - Reports - Data

Info Line
(916) 874-2000
(866) 319-2001 

In The News

Online Disease Reporting 



Smoke Episode #1: June 21-28

- Hundreds of lightning-sparked fires broke out in northern California
- Smoke filled the Sacramento region
- Air monitors showed extremely high levels of fine particles
- Public concern over health effects of bad air quality



Smoke Episode #1: June 21-28

Response:

- **Worked with Sacramento AQMD to develop joint Smoke Health Statements**
- **Embedded their AQI forecast bug on our home page**
- **Created a “Breaking News” page on our web site covering the smoke issue**
- **Made the Health Officer available for news interviews**



Smoke Episode #1: June 21-28

Response:

- Developed a short, 4-minute video acknowledging the smoke situation and giving health impacts & precautions
- Placed that video on:
 - Our “Breaking News” page (YouTube player)
 - AQMD’s “SpareTheAir.com” web site
 - County web site



Smoke Episode #1: June 21-28

Results:

- **2,000 views over 2.5 days (Fri. PM-Mon. AM)**
- **Feature story on KQVR-TV 13, our CBS affiliate**
- **High visibility of AQMD and Public Health working together to communicate a serious issue of regional significance**



PUBLIC HEALTH

Smoke Episode #2: July 6-Present

Repeat!

- Wildfires continue
- Wind patterns again fill the region with smoke
- Off-the-charts particle levels in some areas of northern California and the Sierra foothills

**New Threat:
HEAT WAVE! 100-107
degrees all week!**



Smoke Episode #2: July 9 Data



PM_{2.5} Real-time Data

Particulate Matter (PM)

[View Ozone Real-time Data](#)

NOTE: We are experiencing technical difficulties with the Auburn and Colfax PM 2.5 monitors and are working to repair the problem. Once resolved, the data will appear. Thank you for your patience.

July 9, 2008 8PM (PDT)

Site Name	Current PM _{2.5} AQI	Max PM _{2.5} AQI (PDT)
Davis	121	127 at 3PM
Elk Grove	116	128 at 3PM
Folsom	237	237 at 6PM
Roseville - N. Sunrise/Douglas	268	268 at 6PM
Sacramento - Del Paso Manor		
Sacramento - T Street	132	160 at 6PM
Vacaville	101	105 at 3AM
Woodland	84	109 at 3PM

Ozone Real-time Data

Ozone

[View PM 2.5 Real-time Data](#)

July 9, 2008 8PM (PDT)

Site Name	Current Ozone AQI	Max Ozone AQI (PDT)
Auburn	84	87 at 6PM
Colfax	21	51 at 12PM
Cool	127	137 at 4PM
Davis	111	122 at 6PM
Elk Grove	47	114 at 6PM
Folsom	140	182 at 6PM
Grass Valley	140	140 at 7PM
North Highlands	97	122 at 6PM
Placerville	129	150 at 6PM
Roseville - N. Sunrise/Douglas	100	127 at 6PM
Sacramento - Airport Road	61	80 at 6PM
Sacramento - Del Paso Manor	84	129 at 6PM
Sacramento - T Street	84	111 at 6PM
Sloughhouse	122	177 at 6PM
Vacaville	48	145 at 3PM
Woodland	54	54 at 7PM
Yuba City	43	43 at 7PM

[AQI Chart - English](#) • [AQI en español](#)



Smoke Episode #2: July 6-Present

Response: Everything we did before, plus...

- **Activated separate Heat Wave & Air Pollution web pages**
- **Developed new 4-min. video Monday afternoon covering smoke, ozone and heat**
- **Placed that video on:**
 - **Heat Wave and Air Pollution pages on our web site**
 - **AQMD's "SpareTheAir.com"**
 - **County web site**



Smoke Episode #2: July 6-Present

www.SCPH.com

Heat Wave
Preparedness web
Page with YouTube
player embedded



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Heat Wave Preparedness

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 **HEAT WAVE PREPAREDNESS**
Warning Signs of Heat-related Illness



Above is a video produced July 7, 2008, containing information on how you can protect your health during this period of unhealthy air and high temperatures.

[View the Windows Media version](#)

News Release -- July 7, 2008

Poor Air Quality/Hot Weather Preparations

Sacramento area officials are jointly preparing for the expectation of continued smoky conditions and triple digit weather.

Smoke Episode #2: July 6-Present

www.SCPH.com

Air Pollution web
Page with YouTube
player embedded



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Health Effects of Air Pollution

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AIR POLLUTION

Health Effects of Ozone, Particles and Smoke



Smoke from wildfires, ozone air pollution and high temperatures are impacting the Sacramento region. The video above, produced July 7, 2008 by Sacramento County Public Health, contains useful tips to help you protect your health.

[View the Windows Media version](#)

[Air Quality Forecasts and Real-time Readings](#)
View forecasts and current air quality conditions in the Sacramento region at the Sacramento Metropolitan Air Quality Management District's Spare The Air web site.

[Air Quality Health Effects](#)
Find out how poor air quality can impact your health by visiting the Health Effects pages of the Sacramento Metropolitan Air Quality Management District's Spare The Air web site.

[Using Disposable Respirators \(English\)](#)
This is the English version of a fact sheet produced by Cal/OSHA discussing the "Do's" and "Don'ts" of using N95 and P100 disposable respirator masks to protect your health during smoke episodes.

[Using Disposable Respirators \(Spanish\)](#)

Smoke Episode #2: July 6-Present

www.SpareTheAir.com

AQMD's Spare The
Air web Page with
YouTube player
embedded






Sacramento Regional Air Quality Resource

Sign up here >> 

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[Health Effects](#)
[Historical Data](#)
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[General Information](#)
[Homework Help](#)
[Publications](#)
[Employers](#)
[Survey Results](#)
[Links](#)
[Air Alert sign up](#)
[Check Before You Burn](#)

[View Our Commercial >>](#) 

2008 Summer Smog Season
Spare The Air Days: 0
8-hour Exceedances: 12

SEARCH

High Ozone and Smoky Skies Continue
Fires in the greater Sacramento area continue to cause very smoky conditions. We are also experiencing high readings of ground-level ozone pollution so a Spare The Air advisory is in effect for Wednesday.


NOTE: We are experiencing technical difficulties with the Auburn and Colfax PM 2.5 monitors and are working to repair the problem. Once resolved, the data will appear. Thank you for your patience.

Wind can cause readings to shift by the hour, which brings the smoke into the valley.

If you smell or see smoke it is recommended that you remove yourself from the area or go indoors to avoid the unhealthy air.

Visit the tab to the left for Current Conditions.

WILDFIRES BURNING — Pollution Elevated



Click here to view a special health statement regarding elevated pollution levels and heat.

This AQI forecast updated daily by noon

Date	AQI	CONDITION	POLLUTANT
Wed 7/9	187	Unhealthy	Ozone
Thu 7/10	162	Unhealthy	PM
Yesterday's High	179	Unhealthy	OZONE

[View Forecast by County](#)
[Extended Forecast](#)

This Web site brought to you by the Sacramento Metropolitan Air Quality Management District and the air districts of the Sacramento region. Copyright 2008. To contact us, please send an e-mail to sparetheair@aqmglobal.net.

Example: Heat Wave Video



(Video can be viewed at
www.YouTube.com/SacCountyPH)



July 7, 2008